

Sales Order

Station: WRMD-TV Agency: SCREEN STRATEGIES MEDIA
 Contract Name: F4PM 1467803 est2565 Address: 11150 Fairfax Boulevard,
 Contract#: 1428035942 Suite 505
 Start Date: 10/10/16 End Date: 10/15/16 City: Fairfax State: VA Zip: 22030
 Revenue Type: POLITICAL SALES Buyer: _____
 NATIONAL Type: Cash Tax Schedule: _____ (None)
 Advertiser: FRIENDS/PATK MURPHY Agency Commission %: 15
 Address: _____ Billing Cycle: Standard
 City: _____ State: _____ Zip: _____ Salesperson: 5323nnat Comm %: 0
 Product Name: PATRICK MURPHY2565 Makegood Policy: Within Contract Dates
 Estimate #: 2565
 Competitive Code: POLITICAL

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	10/11/16	10/11/16		6:00 AM	7:00 AM	30		1						1	D	45.00	1	45.00	1	
	Tu																			
2	10/10/16	10/14/16		7:00 AM	10:00 AM	30	1	1	1	1	1			5	D	45.00	5	225.00	1	
	M - F																			
3	10/13/16	10/13/16		10:00 AM	10:30 AM	30				1				1	D	45.00	1	45.00	1	
	Th																			
4	10/10/16	10/14/16		2:00 PM	3:00 PM	30	1				1			2	D	45.00	2	90.00	1	
	M, F																			
5	10/12/16	10/12/16		3:00 PM	4:00 PM	30			1					1	D	130.00	1	130.00	1	
	W																			
6	10/11/16	10/11/16		4:00 PM	5:00 PM	30		1						1	D	80.00	1	80.00	1	
	Tu																			
7	10/10/16	10/13/16		5:00 PM	6:00 PM	30	1			1				2	D	130.00	2	260.00	1	
	M, Th																			
8	10/11/16	10/14/16		6:00 PM	6:30 PM	30		1	1		1			3	D	150.00	3	450.00	1	
	Tu - W, F																			
9	10/10/16	10/14/16		7:00 PM	8:00 PM	30	1			1	1			3	D	500.00	3	1,500.00	1	
	M, Th - F																			
10	10/11/16	10/11/16		10:00 PM	11:00 PM	30		1						1	D	400.00	1	400.00	1	
	Tu																			
11	10/12/16	10/12/16		8:00 PM	9:00 PM	30			1					1	D	400.00	1	400.00	1	
	W																			
12	10/15/16	10/15/16		9:00 PM	11:00 PM	30						1		1	D	80.00	1	80.00	1	
	Sa																			
13	10/10/16	10/13/16		11:00 PM	11:30 PM	30	1			1				2	D	125.00	2	250.00	1	
	M, Th																			
14	10/13/16	10/15/16		12:00 AM	12:30 AM	30				1		1		2	D	45.00	2	90.00	1	
	Th, Sa 1/day																			

Billing Projections: By Month

	Oct 16
CA	4,045.00
ST	4,045.00

☒ Print Spot Prices

EST.2565
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

TOTAL SPOTS	26
GROSS TOTAL \$	4,045.00
ADJUSTED SPOTS	26
ADJUSTED TOTAL \$	4,045.00

APPROVE	DECLINE	
<input type="radio"/>	<input type="radio"/>	General Manager
<input type="radio"/>	<input type="radio"/>	Regional Traffic Manager
<input type="radio"/>	<input type="radio"/>	National Sales Manager
<input type="radio"/>	<input type="radio"/>	Local Sales Manager

ORDER WORKSHEET

Rep Order# 1467803
EC'd No

Ver# 1

Status Confirmed

Traffic Order# 1467803

Last Received:
Showing Buylines:Printed: 10/05/16 3:33 PM
10/05/16 3:33 PM
All Lines

1 of 2

Station WRMD-TV TAMPA
Advertiser (F4PM) FRIENDS/PATK MURPHY
Product PATRICK MURPHY 2565
Estimate# 2565
Buyer RACHAEL JONESAgency (SSME) SCREEN STRATEGIES MEDIA
11150 FAIRFAX BLVD, SUITE 505
FAIRFAX, VA 22030
Agency C/P1/P2/E 2565
Flight Dates 10/10/16-10/16/16Rep Firm NBCUNIVERSAL
Sales Office (W/A) WASHINGTON
Salesperson (HIL) WILL HILDEBRANDT
Sales Assistant SUE
Salesperson Phone# 2028854861
Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	Tu	6A-7A	SUELTA LA SOPA	30	-	-	\$45.00	10/11-10/11	1	1	\$45.00
2	M-F	7A-10A	UN NUEVO DIA	30	-	-	\$45.00	10/10-10/14	5	5	\$225.00
		Buy Comment: ORDER: 1/DAY									
3	Th	10A-1030A	DECISIONES	30	-	-	\$45.00	10/13-10/13	1	1	\$45.00
4	M, F	2P-3P	SUELTA LA SOPA	30	-	-	\$45.00	10/10-10/14	2	2	\$90.00
		Buy Comment: ORDER: 1/DAY									
5	W	3P-4P	MEJOR CASO CERRADO	30	-	-	\$130.00	10/12-10/12	1	1	\$130.00
6	Tu	4P-5P	AL ROJO VIVO	30	-	-	\$80.00	10/11-10/11	1	1	\$80.00
7	M, Th	5P-6P	CASO CERRADO	30	-	-	\$130.00	10/10-10/13	2	2	\$260.00
		Buy Comment: ORDER: 1/DAY									
8	Tu-W, F	6P-630P	NEWS	30	-	-	\$150.00	10/11-10/14	3	3	\$450.00
		Buy Comment: ORDER: 1/DAY									
9	M, Th-F	7P-8P	CASO CERRADO ESTELAR	30	-	-	\$500.00	10/10-10/14	3	3	\$1,500.00
		Buy Comment: ORDER: 1/DAY									
10	Tu	10P-11P	PRIME NOVELA	30	-	-	\$400.00	10/11-10/11	1	1	\$400.00
11	W	8P-9P	PRIME NOVELA	30	-	-	\$400.00	10/12-10/12	1	1	\$400.00
12	Sa	9P-11P	QUE NOCHE	30	-	-	\$80.00	10/15-10/15	1	1	\$80.00

ORDER WORKSHEET

Rep Order# 1467803 Ver# 1 Status Confirmed Traffic Order# 1467803 Last Received: 10/05/16 3:33 PM Printed: 10/05/16 3:33 PM 2 of 2
 EC'd No Showing Buylines: All Lines

Station WRMD-TV TAMPA
 Advertiser (F4PM) FRIENDS/PATK MURPHY
 Product PATRICK MURPHY 2565
 Estimate# 2565
 Buyer RACHAEL JONES
 Agency (SSME) SCREEN STRATEGIES MEDIA
 11150 FAIRFAX BLVD, SUITE 505
 FAIRFAX, VA 22030
 Agency C/P1/P2/E /2565
 Flight Dates 10/10/16-10/16/16
 Rep Firm NBCUNIVERSAL
 Sales Office (W/A) WASHINGTON
 Salesperson (HIL) WILL HILDEBRANDT
 Sales Assistant SUE
 Salesperson Phone# 2028854861
 Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
13	M, Th	11P-1130P	NEWS	30	-	-	\$125.00	10/10-10/13	2	2	\$250.00
Buy Comment: ORDER: 1/DAY											
14	Th, Sa	12A-1230A	TITULARS Y MAS	30	-	-	\$45.00	10/13-10/15	2	2	\$90.00
Buy Comment: ORDER: 1/DAY											

---REPORT TOTALS---

Report Totals: 26 / \$4,045.00

---SALES MONTHLY TOTALS---

Oct2016: 26 / \$4,045.00

Order Totals: 26 / \$4,045.00 Total GRPs: 0.0

---COMPETITIVE---

Market Totals

\$4,045.00

CGAL

.00%

OTHE

.00%

WAC

.00%

WBL

.00%

WRMD

100.00%

---COMPETITIVE COMMENTS---

COMPETITIVE INFO TO FOLLOW

Books [OCT16]
 Demos RA35+P

---CREDIT RISK---

STANDARD CREDIT TERMS

Murphy for Senate-SP



Station	WRMD-TV	Buyer	Caroline Bahng
Market	Tampa-St. Petersburg	Email	caroline@screenstrategies.com
Flight Dates	10/10/2016 - 10/16/2016 (Est. 2565)	Phone	703-272-7300

Program Name	DP	Days Length	Rate	Mon 10/10	Tue 10/11	Wed 10/12	Thu 10/13	Fri 10/14	Sat 10/15	Sun 10/16	Total
Suelta la Sopa 6:00 AM - 7:00 AM	EM	M-F 30	\$45.00 \$45.00		1						1
Nuevo Dia 7:00 AM - 10:00 AM	EM	M-F 30	\$45.00 \$225.00	1	1	1	1	1			5
Decisiones 10:00 AM - 10:30 AM	DT	M-F 30	\$45.00 \$45.00				1				1
Suelta la Sopa 2:00 PM - 3:00 PM	DT	M-F 30	\$45.00 \$90.00	1				1			2
Mejor de Caso Cerrado 3:00 PM - 4:00 PM	EF	M-F 30	\$130.00 \$130.00			1					1
Al Rojo Vivo 4:00 PM - 5:00 PM	EF	M-F 30	\$80.00 \$80.00		1						1
Caso Cerrado 5:00 PM - 6:00 PM	EF	M-F 30	\$130.00 \$260.00	1			1				2
WRMD 6p News 6:00 PM - 6:30 PM	EN	M-F 30	\$150.00 \$450.00		1	1		1			3
Caso Cerrado Estelar 7:00 PM - 8:00 PM	PA	M-F 30	\$500.00 \$1,500.00	1			1	1			3
Querida del Centauro 10:00 PM - 11:00 PM	PT	Tu 30	\$400.00 \$400.00		1						1

Murphy for Senate-SP



Station	WRMD-TV	Buyer	Caroline Bahng
Market	Tampa-St. Petersburg	Email	caroline@screenstrategies.com
Flight Dates	10/10/2016 - 10/16/2016 (Est. 2565)	Phone	703-272-7300

Program Name	DP	Days Length	Rate	Mon 10/10	Tue 10/11	Wed 10/12	Thu 10/13	Fri 10/14	Sat 10/15	Sun 10/16	Total
Celia 8:00 PM - 9:00 PM	PT	W 30	\$400.00 \$400.00			1					1
Que Noche 9:00 PM - 11:00 PM	PT	Sa 30	\$80.00 \$80.00						1		1
WRMD 11p News 11:00 PM - 11:30 PM	LN	M-F 30	\$125.00 \$250.00	1			1				2
Titulares y Mas 12:00 AM - 12:30 AM	LF	M-F 30	\$45.00 \$90.00			1		1			2
Station Totals			\$4,045.00	5	5	5	5	5	1	0	26

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WRMD-TV	Date: 10/5/2016
---	------------------------

I, Screen Strategies Media,

being/on behalf of: Patrick Murphy,

a legally qualified candidate of the Democratic

political party for the office of: U.S. Senate

in the General

election to be held on: 11/8/2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available): \$3,438.25

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Patrick Murphy

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Brian Foucart

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/5/2016

Date

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title